

We will, of course, provide the Committee with any details it may request concerning the past and present television distribution of NBA games, and I will be happy to answer any questions that the Committee members may have at this time.

Thank you.



NATIONAL BASKETBALL ASSOCIATION

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DAVID J. STERN
COMMISSIONER

March 12, 1991

Honorable Edward J. Markey
2133 Rayburn House Office Building
Washington, D.C. 20514

Dear Representative Markey:

I have received your letter of February 27 and would like to respond to your concerns about the future course of the NBA's television policy.

I was dismayed that you found my comments on the recent ESPN program "Outside the Lines/The Commissioners' Report" to represent a change in the NBA's plans with respect to new forms of television distribution for our games. I assure you that your concern is unfounded.

As you know, during my testimony before your Subcommittee last May, I stated that

"we expect within the next two seasons to begin ex-

For the foreseeable future, NBA games that traditionally have been carried over broadcast or cable television will continue to be delivered in the same way. Any use of the DBS technology will only add to -- not take away from -- the number of NBA games available on the "traditional" methods of distribution, on both the national and local level.

Our current plan, developed in part in response to expressions of Congressional concern, contemplates the limited use of DBS to ensure that commercial establishments (i.e., sports bars), and perhaps interested home satellite dish